

Spinnaker Media Advisory Board Meeting Minutes

Friday, Sept. 3, 2021, 9:00 am on Zoom

Call to Order – 9:06 am

Attendance

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Rich Jones	Professional Broadcast Radio Representative
Staci Spanos	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Ashley Goebel	Student Representative
Linda Howell	Incoming UNF Dept. of English Faculty Member

Members Absent

Ken Thomas	UNF School of Communication Faculty
Robert Lessen	Spinnaker Business Manager
Tarik Minor	Professional Broadcast TV Representative
Emma Curran	Student Representative
Kaitlin Childers	Student Representative

Others Present

Darvin Nelson	Outgoing Editor-In-Chief
Chase Hartman	Spinnaker TV General Manager
Sydney Chatani	Spinnaker Radio General Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager
Carter Mudgett	Candidate for Editor-In-Chief
Kevin Hodges	Candidate for Creative Services Director

Welcome

Mo greets the Advisory Board and notes that this will be her last Advisory Board meeting.

New Business

Item 1 Revisions to the Bylaws

The Advisory Board discusses the proposed revisions to the Spinnaker Bylaws. Mo explains that most of the changes update the bylaws to reflect Spinnaker's move to the Department of

English, including adding a UNF Department of English Faculty member. Dr. Linda Howell is being appointed to this role. Rich moves to approve the revisions to the Spinnaker Bylaws, Sam seconds the motion. A voice vote is taken; the motion passes unanimously. Mo encourages the Advisory Board to look into adding an Alumni member at a later date.

Item 2 Hiring Spinnaker Editor-In-Chief and Creative Services Director

Mo announces that Darvin is becoming an RA, so he is stepping back to a General Assignment position. Carter Mudgett is applying for the Spinnaker Editor-In-Chief position. Mo notes that Carter has been the acting Editor-In-Chief for the last few months.

Carter reviews his resume, noting his time as Government Reporter and News Editor. Carter states that his two goals for fall would be to improve communication with the newsroom and increase multimedia usage and conversational tone. Carter believes that Spinnaker is in a good spot and that he plans on keeping news strong. Mo asks Darvin for comment. Darvin notes that Carter has been tremendously helpful in running news and that Carter has a firm but professional leadership style. Rich asks Carter what ways he would plan to increase communication. Carter responds that he would use a hybrid approach to communicating with his team: via text and in person. Rich asks how Carter would keep his team accountable. Carter states that he would use a three-strike rule with his team. Steve asks Carter to talk about his leadership skills. Carter cites his time in marching band, leading a team and making sure every member was successful from the top down. Mo echoes Darvin's comments, noting that Carter was quiet as the Government reporter but stepped up as the News Editor.

Mo introduces Kevin as the Creative Services Director. Kevin explains that he started as a volunteer in Creative and became the Art Director. Kevin's goal as Creative Service Director would be to increase social media coverage, content, and interaction in other to continue growth. Staci asks for an example of social media coverage that Kevin would change. Kevin responds that he would focus on content that applies to UNF, for example, back-to-school content or events. Sam notes that he is excited to hear Kevin use metrics to measure success. Kevin credits his recent hire, Winston, with tracking the analytics. Rich asks what Kevin's plan for the semester. Kevin answers that he plans to hire a designer, work on new Instagram News templates, and work with TV on their social media accounts.

Mo opens the floor for discussion. Staci says they seem solid; Mo agrees and says they are very good; Steve says they are promising. Steve moves to hire Carter as the Editor-In-Chief and Kevin as the Creative Services Director. Staci seconds the motion. A voice vote is taken; the motion passes unanimously.

Item 3 Leader Update

Mo notes that Bobby has class during this time and proceeds to read Bobby's update to the Advisory Board. Of note, the Week of Welcome Ads have gone up, and Bobby was able to get former client, Best Bet, to return.

Chase updates the Advisory Board on TV. Chase notes that he now has a 10-man team with volunteers and reminds that board that the team transitioned content production roles during the pandemic. Chase informs the Advisory Board that TV is getting back to live production and UNF Centered Shows, including interviewing a UNF administrator for 9/11 and UNF vets regarding Afghanistan.

Sydney updates the Advisory Board on the status of the ENCO installation, noting that her goal is to have it up and running by Oct. 1. Sydney's main priority has been updating the employee handbooks to help her team transition to their pre-Covid roles. Sydney mentions that she hopes to have more news, weather, and traffic content once ENCO is up and running. Sydney also updates the Advisory Board on the social media rebranding that Creative and Radio have collaborated on.

Kevin asks the Advisory Board for advice on engaging readers and removing spam and bot accounts commenting on Spinnaker's social media accounts. Mo explains that Spinnaker's policies don't allow students to engage with commenters on social media. Steve explains that it is important to engage readers on social media because it builds loyalty, but that Kevin and Carter should limit who should be allowed to remove comments and have pre-defined reasons for removing comments. Mo suggests that the leaders come up with a new policy.

Old Business:

The Advisory Board votes on the Aug. 6 meeting minutes. Rich moves to approve the minutes. Sam seconds the motion. Voice vote is taken; motion passes unanimously.

The next meeting will be on Oct. 8 at 9 am. The Advisory Board Meetings will be held on zoom for the remainder of the semester.

Adjourned – 9:33 am